

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A method of enabling an electronic transaction, the method comprising:

providing storable electronic content to a user via a removable storage medium;  
providing an electronic application to the user, wherein the electronic application is (i) pertinent to the removable storage medium via an identification (ID) of the removable storage medium and (ii) restricts user access to the storable electronic content of the removable storage medium; and

subsequent to the user being provided with the storable electronic content, providing electronic advertising content to the user accessible via a remote service, the electronic advertising content comprising control commands that are receivable from a party other than the user and that are generated via the remote service,

wherein the storable electronic content and the electronic application are stored on a portable wireless device,

wherein providing the control commands comprises connecting the portable wireless device to a server and transmitting the control commands from the server to the portable wireless device,

wherein the storable electronic content contains a plurality of electronic content portions and wherein corresponding control commands are required to be separately provided each time the electronic application renders one of the plurality of electronic content portions,

wherein the remote service uses one of (a) a user identification (User ID), (b) the removable storage medium ID, and (c) both the User ID and the removable storage medium ID, as an identifier to customize, for the user, particular portions of the electronic content for playback, and

wherein responsive to ~~upon~~ the user selecting and playing the electronic advertising content, the control commands ~~enabling~~ enable the electronic application to render the particular portions of electronic content of the storable electronic content accessible to the user for playback ~~of the electronic content from the removable storage medium;~~

wherein the control commands are separately transmitted each time the electronic application renders the particular portions of electronic content accessible to the user, the method further comprising maintaining a count of a number of times that the control commands for rendering the particular portions of electronic content accessible to the user are transmitted from the remote service to the user.

2. (Canceled).

3. (Cancelled).

4. (Currently Amended) The method of ~~claim 2,~~ claim 1, further comprising the denying the transmittal of the control commands if the count exceeds a given number.

5. (Currently Amended) The method of ~~claim 2,~~ claim 1, wherein the electronic application is only enabled to render the electronic content while the portable wireless device is connected to the server.

6. (Currently Amended) The method of ~~claim 2,~~ claim 1, comprising receiving ~~a~~ the user identification at the server from the user each time the portable wireless device is connected to the server, and maintaining a count of a number of times the user identification is received from the user.

7. (Currently Amended) ~~The method of claim 2~~ A method of enabling an electronic transaction, the method comprising:

\_\_\_\_\_ providing storable electronic content to a user via a removable storage medium;

\_\_\_\_\_ providing an electronic application to the user, wherein the electronic application is (i) pertinent to the removable storage medium and (ii) restricts user access to the storable electronic content of the removable storage medium; and

\_\_\_\_\_ subsequent to the user being provided with the storable electronic content, providing electronic advertising content to the user accessible via a remote service, the electronic advertising content comprising control commands that are receivable from a party other than the user and that are generated via the remote service upon the user selecting and playing the electronic advertising content, the control commands enabling the electronic application to render electronic content of the storable electronic content accessible to the user for playback of the electronic content from the removable storage medium;

\_\_\_\_\_ wherein the control commands are separately transmitted each time the electronic application renders the electronic content accessible to the user, the method further comprising maintaining a count of a number of times that the control commands for rendering the electronic content accessible to the user are transmitted from the remote service to the user,

\_\_\_\_\_ wherein the storable electronic content and the electronic application are stored on a portable wireless device, and wherein providing the control commands comprises connecting the portable wireless device to a server and transmitting the control commands from the server to the portable wireless device,

\_\_\_\_\_ wherein the electronic content contains a plurality of electronic content portions and wherein corresponding control commands are required to be separately provided each time the electronic application renders one of the plurality of electronic content portions, the method further comprising:

transmitting a particular control command in response to a request from the user

containing a user identification, wherein the request is for the particular control command; and

maintaining a count of a number of times each particular control command is transmitted to the user from the server.

8. (Previously Presented) The method of claim 7, further comprising providing unrequested keys determined from the count of the number of times each particular control command is transmitted to the user from the server.

9. (Previously Presented) The method of claim 7, further comprising providing the electronic advertising content determined from the count of the number of times each particular control command is transmitted to the user from the server, wherein the electronic advertising content is renderable by the electronic application.

10. (Original) The method of claim 1, wherein the electronic content contains a plurality of electronic content portions and wherein a corresponding control command is required to be separately provided each time the electronic application renders one of the plurality of electronic content portions.

11. (Previously Presented) The method of claim 1, wherein the electronic advertising content is renderable by the electronic application.

12. (Original) The method of claim 11, wherein the electronic application renders the electronic content and the electronic advertising content in a determined order.

13. (Previously Presented) The method of claim 12, wherein the playing of the electronic advertising by the electronic application renders the electronic content accessible to the user.

14. (Original) The method of claim 11, wherein the electronic advertising is provided together with the electronic content.

15. (Currently Amended) The method of claim 11, ~~wherein the storable electronic content and the electronic application are stored on a portable wireless device, and wherein providing the control commands comprises connecting the portable wireless device to a server;~~ further comprising:  
\_\_\_\_\_determining a geographic region where the portable wireless device is located;  
\_\_\_\_\_identifying electronic advertising for the determined geographic region; and  
\_\_\_\_\_transmitting the control commands and the identified electronic advertising from the server to the portable wireless device.

16. (Original) The method of claim 1, wherein the control commands control at least one of the selection and order of rendering the electronic content.

17. (Original) The method of claim 1, wherein the electronic content is at least one of audio content and video content.

18. (Currently Amended) A method of enabling an electronic transaction, the method comprising the acts of:

providing storable electronic content to a user via a removable storage medium;  
providing an electronic application to the user, wherein the electronic application is (i) pertinent to the removable storage medium via an identification (ID) of the removable storage medium and (ii) restricts user access to the storable electronic content of the storage medium; and

subsequent to the user being provided with the storable electronic content, determining electronic advertising, via a remote service, based on a personal profile for

the user and providing control commands in the form of the determined electronic advertising to the user, via the remote service, that are receivable from a party that desires the determined electronic advertising be provided to the user,

wherein the storable electronic content and the electronic application are stored on a portable wireless device,

wherein providing the control commands comprises connecting the portable wireless device to a server and transmitting the control commands from the server to the portable wireless device,

wherein the storable electronic content contains a plurality of electronic content portions and wherein corresponding control commands are required to be separately provided each time the electronic application renders one of the plurality of electronic content portions,

wherein the remote service uses one of (a) a user identification (User ID), (b) the removable storage medium ID, and (c) both the User ID and the removable storage medium ID, as an identifier to customize, for the user, particular portions of the electronic content for playback, and

wherein responsive to the selecting and playing of the electronic advertising by the user, initiating the operation of the control commands ~~enabling~~ enables the electronic application to render the particular portions of electronic content of the storable electronic content accessible to the user for playback of the electronic content from the storage medium;

wherein the control commands are separately transmitted each time the electronic application renders the particular portions of electronic content accessible to the user, the method further comprising maintaining a count of a number of times that the control commands for rendering the particular portions of electronic content accessible to the user are transmitted from the remote service to the user.

19. (Previously Presented) The method of claim 18, further comprising:

monitoring user selection of electronic content; and  
providing an update to the personal profile based on a result of the monitoring.

20. (Currently amended) A system for controlling access to content comprising:

a wireless device having a media drive;

an application that accesses electronic content from a removable storage medium inserted in the media drive, wherein the application is (i) pertinent to the removable storage medium via an identification (ID) of the removable storage medium and (ii) restricts user access to the electronic content of the removable storage medium; and

a service separate from the device that provides control commands to the application for controlling access to content from the removable storage medium when inserted in the media drive;

wherein the control commands are generated via the service;

wherein the electronic content and the application are stored on the wireless device,

wherein providing the control commands comprises connecting the wireless device to a server and transmitting the control commands from the server to the wireless device,

wherein the electronic content contains a plurality of electronic content portions and wherein corresponding control commands are required to be separately provided each time the application renders one of the plurality of electronic content portions,

wherein the remote service uses one of (a) a user identification (User ID), (b) the removable storage medium ID, and (c) both the User ID and the removable storage medium ID, as an identifier to customize, for the user, particular portions of the electronic content for playback, and

wherein responsive to by the selecting and playing of advertising content by the user on the device, the control commands ~~enabling~~ enable the application to render the

particular portions of electronic content of the removable storage medium accessible to the user for playback ~~of the content from the removable storage medium~~; and

wherein access to content is restricted by the application in the absence of the control commands; and

wherein the control commands are separately transmitted each time the application renders the particular portions of electronic content of the removable storage medium accessible to the user, further wherein the service maintains a count of a number of times that the control commands for rendering the particular portions of electronic content accessible to the user are transmitted from the service to the device.

21. (Previously Presented) The system of claim 20, wherein the device further comprises a portable wireless device.

22. (Previously Presented) The system of claim 21, wherein the portable wireless device is a mobile phone.

23. (Previously Presented) The system of claim 22, wherein the media drive is an optical disc drive.

24. (Previously Presented) The system of claim 20, wherein the control commands are provided wirelessly to the device.

25. (Previously Presented) The system of claim 24, wherein the service provides the control commands wirelessly to the device.

26. (Previously Presented) The system of claim 25, wherein the content is audio and/or video content.



27. (Currently Amended) The system of claim 20, ~~wherein the medium further comprises a plurality of content portions, and~~ wherein the control commands determine the order in which the content portions are accessed.

28. (Previously Presented) The system of claim 20, wherein access to content is controlled by rendering of the advertising on the device.

29. (Previously Presented) The system of claim 20, wherein the service collects user feedback about the content.

30. (Previously Presented) The system of claim 29, wherein the user feedback is collected via user manipulation of the device.

31. (Previously Presented) The system of claim 29, wherein the control commands incorporate the user feedback.

32. (Previously Presented) The system of claim 20, wherein the insertion of the medium into the media drive initiates a communication between the device and the service.

33. (Previously Presented) The system of claim 20, wherein the provision of control commands is dependent on a constant communication between the device and the service.

34. (Previously Presented) The system of claim 20, wherein the control commands control the number of times that content is accessed from the medium.